



MEMORANDUM

TO: RFP 24-001

FROM: Jennifer Silva, Buyer

DATE: June 30, 2023

RE: **Addendum 01 -RFP 24-001**

I. Question and Answers

Question Set 1

- 1. The RFP mentions an expectation for the successful partner to be available for 20 hours a week and be available to meet with senior leadership. Does this indicate that all work/meetings needs to be done on-site or can the bulk of the work/communications be done remotely?*

We're requiring 20 hours of on-site work as assigned by the Vice President of Marketing and Communications.

- 2. Does NMHU prefer that the successful partner own the financial relationships directly with any media vendors? Or will NMHU own final contracts/payment of media vendors that are chosen as part of a media plan?*

While the contracts are negotiated by both NMHU and the agency, the agency holds the contract with the marketing partners. NMHU remits payment to the agency for the advertising.

- 3. What is the overall objective of bringing on a partner to assist the VP for Marketing and Communications? Should the successful partner focus more on overall enrollment marketing strategies (direct response) or should the focus be more on general reputation/image of NMHU (brand awareness)?*

The consultant who is awarded this RFP will work directly with NMHU's Vice President for Marketing and Communications. We're targeting both—general brand building with a particular focus on growing enrollment.

4. *What will be the scope of work for the successful partner in terms of NMHU social media strategy? Will this be full social media management or more high-level strategic guidance?*

The consultant who is awarded this RFP will wear both hats, advising the VPMC on higher-level social media strategy and occasionally developing and posting collateral on behalf of NMHU.

5. *If we submit the proposal via Vendor Registry, do we also need to submit a physical copy?*

No, we will not need a physical copy if send thru Vendor Registry.

Question Set 2

1. *The document requests resumes; would this be for all company representatives involved, or simply for the people with final authority?*

We're looking for resumes for all company representatives that will work with NMHU.

2. *Is a full resume for each party necessary or merely a short summary? Do I understand correctly that resume's are included in the 20-page limit?*

Full resumes are required for all company representatives that will work with NMHU. Those resumes will not count toward the 20-page limit.

3. *A cost to perform all aspects in the Scope of Work, is requested. Is this simply the firm's price over the one year period, or does it include the cost of media purchased (radio, tv, etc...).*

We're looking for the firm's price to execute the scope of work, not including the cost of media purchased.

4. *What is the NMHU's advertising budget for this project?*

That budget is still being developed and will be presented to the awardee upon notification of the award.

5. *What goals for the project has the school outlined? What do you hope the contractor will be able to accomplish?*

We're targeting both—general brand building with a particular focus on growing enrollment.

6. *Is the deadline for submission using Vendor Registry the same as the one for other methods of submission?*

Yes, they all submissions are the same

7. *Included in the Scope of Work is; negotiating advertising and marketing campaigns with all media outlets, including television, print, radio, outdoor and digital. Will all of these necessarily be utilized, or is it up to the discretion of the awardee?*

NMHU will utilize each of these platforms for its various campaigns. The awardee will need to demonstrate the ability to provide economically-sound access to each platform as well as effective advice to the VPMC as to the strengths and weaknesses of each during campaign planning.

8. *Should attachments that do not apply to individual applicants, such as the Veteran's Preference attachment be deleted, or must they be acknowledged as "not applicable" in the body of the application?*

Please Acknowledge as "Not Applicable" on the body of the application

***Offerors must acknowledge this amendment in Attachment 1 when submitting proposal.**